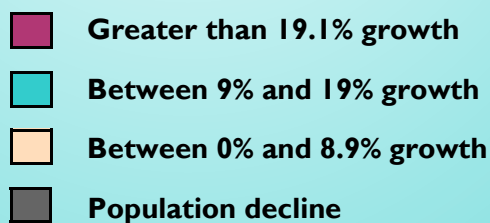
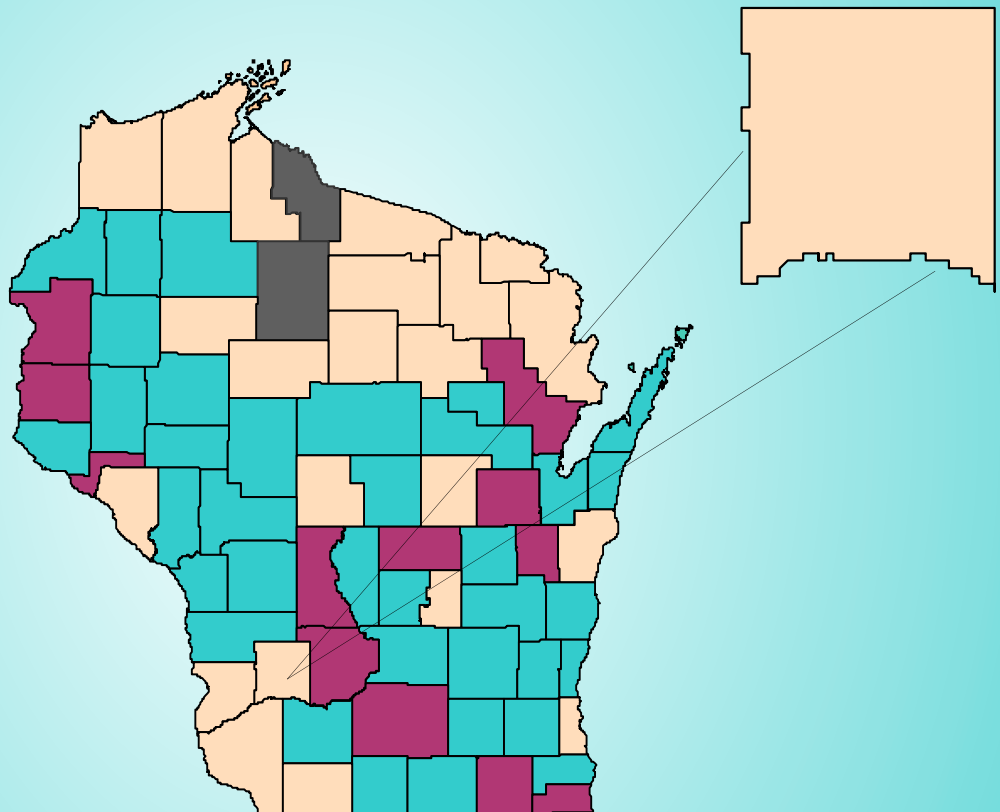


# Richland County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.  
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



## County Population

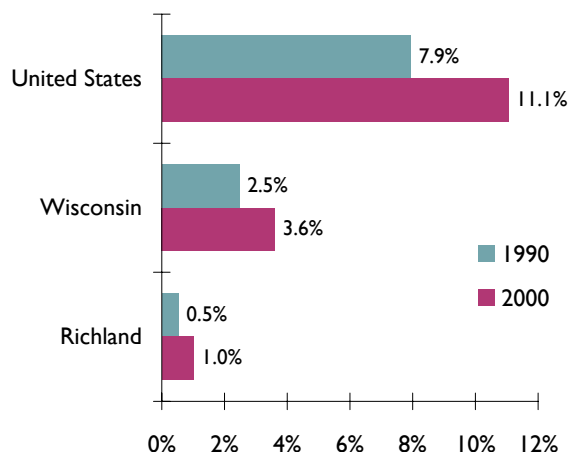
The population in Richland County increased just 0.7 of a percentage point from April 2000 through December 31, 2001. One could call the population growth in Richland County during this time period anemic. Richland County's growth rate ranked 65<sup>th</sup> out of Wisconsin's 72 counties and during the same time period the national population grew by two percent and the state population grew by 1.7 percent.

The largest numerical increases in population were in the City of Richland Center and the Town of Buena Vista. The official increase in population in these two towns totaled 80 residents, accounting for 61 percent of the entire county's increase.

The migration rate in Richland County was lower than the 0.9 percent migration rate in Wisconsin and it also lagged the experience of other non-metropolitan counties in the state. A net total of 98 individuals moved to the county since 2000.

The increase in population from natural causes totaled just 34 even though there were 355 births in the county. The median age in Richland County in 2000 was 39.2 years, one of the highest in Wisconsin. This is the primary reason why the increase in population from natural causes is so much lower than other counties which speaks to lower birth rates.

**Share of Foreign-born Residents**

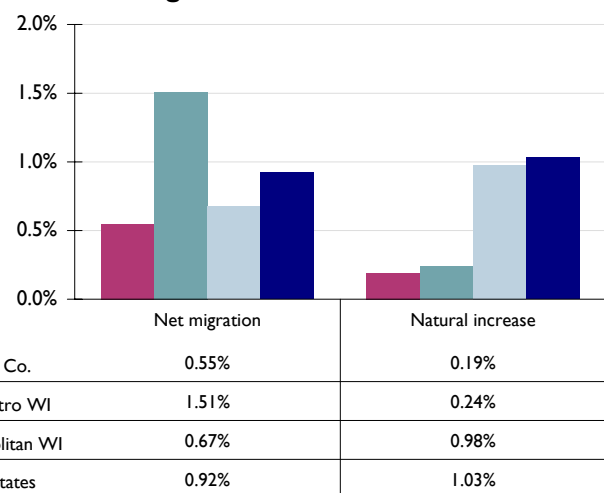


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

**Total Population**

	April 2000 Census	January 1, 2002 estimate	Percent change
<b>United States</b>	281,421,906	286,923,000	2.0%
<b>Wisconsin</b>	5,363,701	5,453,896	1.7%
<b>Richland County</b>	17,924	18,056	0.7%
<b>Largest Municipalities</b>			
Richland Center, City	5,114	5,165	1.0%
Buena Vista, Town	1,575	1,604	1.8%
Richland, Town	1,364	1,369	0.4%
Lone Rock, Village	929	914	-1.6%
Dayton, Town	723	731	1.1%
Rockbridge, Town	721	730	1.2%
Ithaca, Town	648	661	2.0%
Orion, Town	628	638	1.6%
Richwood, Town	618	623	0.8%
Marshall, Town	600	603	0.5%

**Net migration and natural increase**



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

Richland County is still mostly populated with white residents. Richland County's share of foreign-born residents is very low compared to the United States, and even Wisconsin.

Barring some unforeseen and radical change in the county's demographic dynamics, Richland County will not be able to reverse its population trend. Na-

(Continued on page 2)

## Richland County Workforce Profile

### Population Projections by Age Groups in Richland County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
<b>2000</b>																
Male	500	638	736	774	484	464	496	625	715	754	529	472	426	331	359	579
Female	504	553	696	695	441	423	502	651	695	690	552	440	385	394	425	996
<b>2005</b>																
Male	532	541	673	738	600	489	472	516	649	725	755	536	464	401	296	597
Female	510	546	584	689	559	482	441	516	659	704	701	556	432	369	370	1,022
<b>2010</b>																
Male	549	567	564	675	573	606	498	493	539	662	730	769	531	441	363	565
Female	527	545	570	578	555	606	504	455	524	671	718	708	548	417	349	995
<b>2015</b>																
Male	569	580	589	564	523	578	615	519	515	550	666	744	761	506	401	599
Female	547	559	568	562	464	601	628	519	461	533	683	723	696	529	395	955
<b>2020</b>																
Male	582	595	601	588	436	527	585	638	541	525	554	680	737	726	462	657
Female	559	574	581	558	449	502	620	643	525	468	543	687	709	671	501	967

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

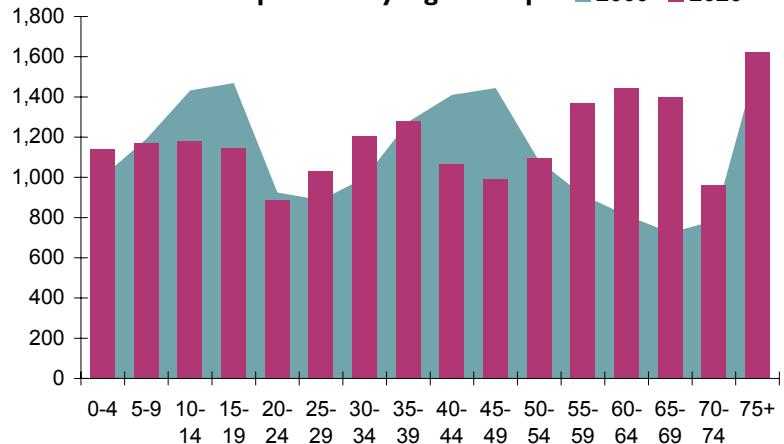
tionally, more births are occurring in non-white populations, plus a median age of nearly 40 years cannot be overlooked. The county's median age will only increase in the coming years.

Population-age projections illustrate that the share of population over the age of 60 will increase from 22 percent of the population in 2000 to 29 percent in 2020. The population under 20 years of age is projected to decline from 28 percent to 24 percent.

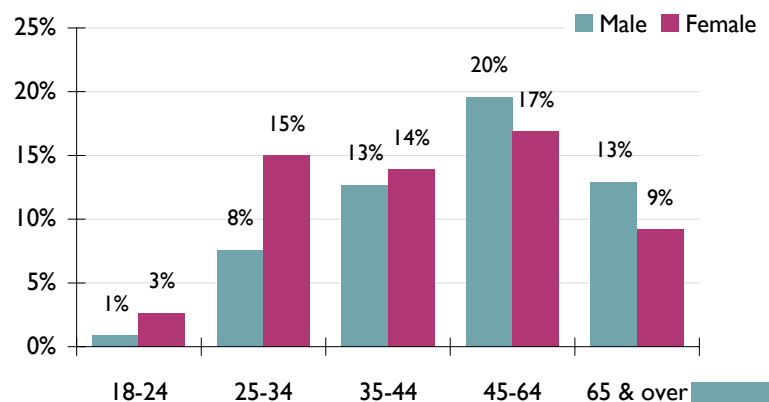
From 2000 to 2020 total population is projected to increase by just over 1,067 residents. Amazingly, the population under 60 will decline by 468 persons. The population over 60 years of age will increase by 1,535 and, in effect, the population over 60 will comprise the entire increase in Richland County's population in the next 20 years.

A noticeable trend in Richland County, as well as in the state, is that a higher share of younger females have a bachelor's degree than men of the same age. In older generations, males have higher percentages of college degrees reflecting generations when more men attended college than women. The opposite is true today.

Population by Age Group



Percent of age group with at least a Bachelor's degree in Richland County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

## Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates are highest for the middle-age groups and lowest for the older-age groups. This is typical and reflects the changing needs and desires of peoples' inclination to work. Younger residents are in school, middle-aged residents have many financial commitments and are in their prime working years, and older residents are anticipating retirement.

In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Richland County in 2002 was 60.1 percent, substantially lower than both the state and national LFPR.

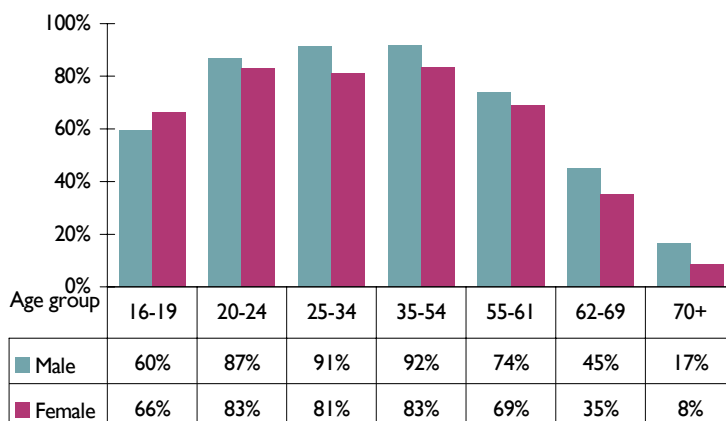
The issues of dramatically low LFPR, increasing population over 60 and low in-migration of residents will need to be addressed in the next five to ten years, if not sooner. Increasing the LFPR among Richland County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups, the graph to the right shows the number of residents in 2020 that will be in the labor pool. By 2020, even though the number of residents will increase, the number who participate in the labor force will decline.

Of the roughly 8,400 residents who currently participate in the labor force about 7,950 are employed and 430 are unemployed. The number of employed is down from a high in 1997 due to the recession and loss of jobs in the county. In 2002, Richland County unemployment rates climbed to their highest level since 1992.

When the economy recovers, labor shortages will once again become a major problem for employers. By the year 2020, labor shortages will be

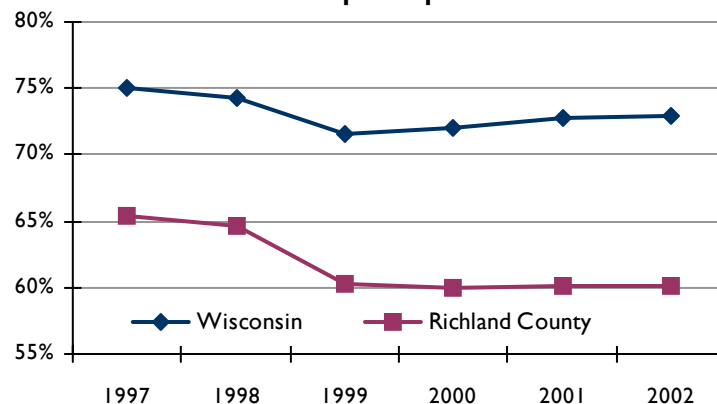
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**Richland Labor Force Participation by Age & Sex in 2000**



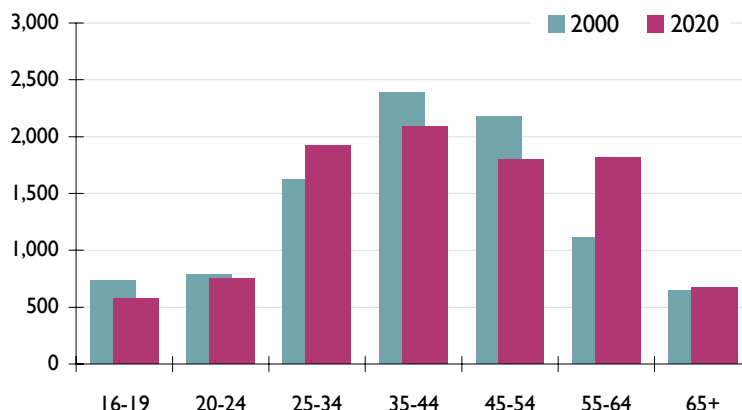
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

**Labor force participation rates**



Source: WI DWD, Office of Economic Advisors, 2003

**Labor Force by Age in 2000 & 2020 in Richland County**

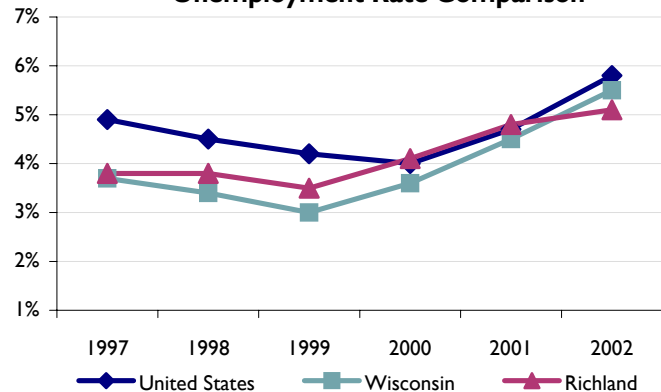


Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

## Richland County Workforce Profile

acute in Richland County. Assuming no increase in employer demand for workers, which is unlikely as older persons consume services-providing industries at a high rate, the unemployment rate in Richland County will likely decrease to the two to three percent range.

Unemployment Rate Comparison



Richland County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	8,895	8,855	8,200	8,396	8,431	8,382
Employed	8,555	8,515	7,916	8,052	8,028	7,953
Unemployed	340	340	284	344	403	429
Unemployment Rate	3.8%	3.8%	3.5%	4.1%	4.8%	5.1%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

## Occupations in demand

Occupational queries outnumber every other labor market information request. This is because all parties involved in the labor transaction-employers, jobseekers, students, and others-are interested in career trends, education and training requirements and perhaps most importantly, wages associated with occupations.

The table to the right examines the fastest growing occupations in the Southwest region and occupations that will have the most openings between 2000 and 2010 and their average hourly wages in 2001.

The distinctions between the fastest growing and those with most openings are obvious - wages and educational requirements are quite different. Occupations with the most openings tend to be entry-level needing less educational requirement and may have higher turnover as people move up their career ladders. Those that are growing quickly may not necessarily grow abundantly. They are pervasive in technical fields and most require some form of post-high school training or formal education.

Southwest Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.36
	Network & Comp. Systems Admin.	Bachelor's degree	\$22.01
	Personal and Home Care Aides	1-month or less training	\$7.94
	Medical Records and Health Information	Associate degree	\$9.95
	Medical Assistants	1-12 mo. on-the-job training	\$10.91
	Computer and Information Systems	Work experience & degree	\$30.39
	Social and Human Service Assistants	1-12 mo. on-the-job training	\$12.43
	Computer Systems Analysts	Bachelor's degree	\$31.98
	Hotel, Motel, and Resort Desk Clerks	1-month or less training	\$7.72
	Home Health Aides	1-month or less training	\$8.65
Most Openings	Cashiers	1-month or less training	\$7.48
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.70
	Retail Salespersons	1-month or less training	\$9.86
	Waiters/Waitresses	1-month or less training	\$6.77
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.87
	Registered Nurses	Bachelor's degree	\$22.41
	Stock Clerks/Order Fillers	1-month or less training	\$10.22
	Packers/Packagers/Hand	1-month or less training	\$10.21
	Shipping/Receiving/Traffic Clerks	1-month or less training	NA
	Office Clerks/General	1-month or less training	\$9.89

\* The most common way to enter the occupation, not the only way

\*\* Wages from Occupation Employment Statistics survey responses for region, 2001  
Southwest WDA includes Grant, Green, Iowa, Lafayette, Richland and Rock counties.

Source: WI DWD, Bureau of Workforce Information, 2002

## County Commuting Patterns

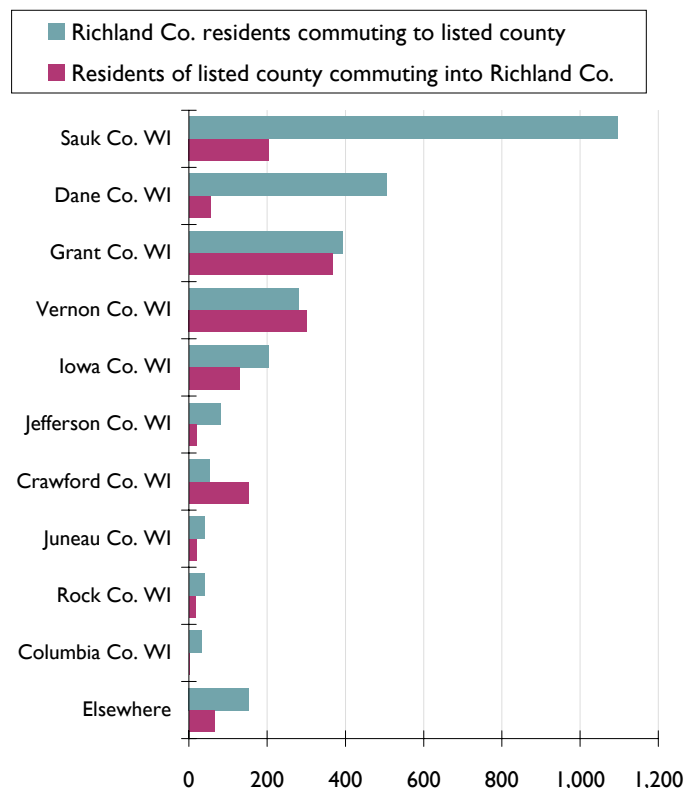
Richland County workers are very mobile and many Richland County residents work in a place other than their county of residence. According to Census 2000, 33 percent of the county's workforce commutes to another county for work each day. Due to the small size of Richland County's labor force, and its proximity to larger counties, commuting

patterns are dominated by out-migration of the workforce.

Sauk County is the destination for the largest number of Richland County's outbound commuters, likely a result of the economic growth that has taken place in that county over the past decade.

Dane County has also witnessed a large increase in the number of commuters coming from Richland County. The number of government agencies and organizations in the Madison area is probably a good fit for many of the commuters coming from Richland County.

Richland County's commuting patterns over the past 40 years seem to have been influenced mainly by periods of recession or expansion. During the 1970s, commuting into surrounding counties dropped off and many commuters found employment in Richland County. Growth in employment in the late 1980s, following the recessionary period of the early 1980s, brought about a large increase in commuting into Sauk and Dane Counties. Conversely, the number of residents of Richland County who called their home county their workplace dropped during that same time period. This trend of county residents commuting into other counties for work continued throughout the 1990s decade. In 1990, 73 percent of the Richland County workforce worked within the county, in 2000 just 67 percent worked within the county.



	Richland Co. residents commuting to listed county	Residents of listed county commuting into Richland Co.	Net gain or loss of workers
Sauk Co. WI	1,095	205	-890
Dane Co. WI	505	56	-449
Grant Co. WI	392	367	-25
Vernon Co. WI	281	302	21
Iowa Co. WI	203	129	-74
Jefferson Co. WI	80	19	-61
Crawford Co. WI	52	153	101
Juneau Co. WI	41	19	-22
Rock Co. WI	41	17	-24
Columbia Co. WI	33	2	-31
Elsewhere	154	66	-88

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



## Industry Employment -

### Introducing NAICS (North American Industry Classification System)

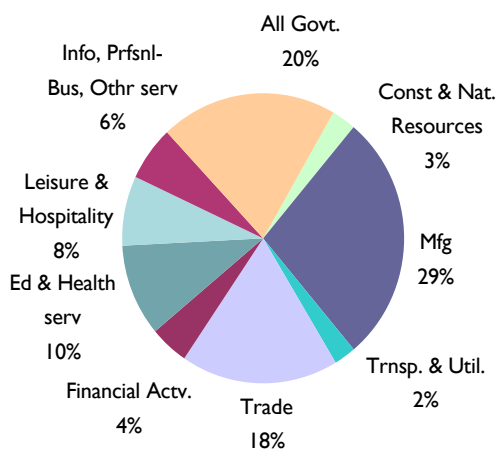
The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Richland County in present and former coding systems.

#### Richland County Industry Distribution: 2002



Wholesale and retail trade jobs declined to 18 percent of total employment in NAICS from 24 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. It will also be much easier to monitor the rapidly expanding health services sector, grouped with private education in the monthly estimates. Most education jobs are included in the broader government sector.

(Continued on page 7)

#### 2002 Industry Employment in Richland County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	171	3%	Construction & Mining	3%
Manufacturing	1,650	28%	Manufacturing	29%
Transportation, warehousing & utilities	135	2%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	1,082	18%	Wholesale trade	3%
			Retail trade	21%
Financial activities	263	4%	Finance, insurance & real estate	4%
Information, professional & business services, other services	361	6%	Services & misc (incl. agr, forestry, fishing)	17%
Education and health services	608	10%	Government	21%
Leisure & hospitality	461	8%		
Government	1,207	20%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

## Richland County Workforce Profile

The statistics detailed on this page and the preceding page do not include individual agricultural employment. According to a 1996 report by the University of Wisconsin-Extension, Richland has the seventh highest percentage of jobs that were farm and farm-related in Wisconsin. The exact percentage of farm and farm related employment in Richland in 1996 was 38 percent.

California Amplifier, Richland County's tenth largest private employer, announced on December 31, 2003 that they will close the entire facility in Richland Center effective February 28, 2004. At the time of the announcement, the facility had 69 full-time and 151 part-time employees. California Amplifier had acquired the Richland Center facility from Kaul-Tronics in April 2002.

### Top 10 Industry Groups in Richland County

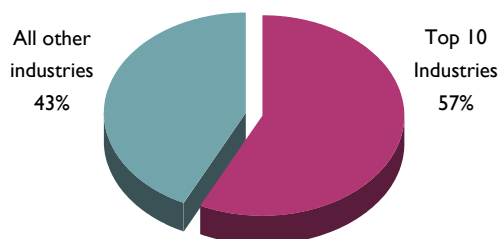
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Electrical Equipment and Appliances	*	*	*
Educational Services	5	484	-11
Food Manufacturing	6	405	22
General Merchandise Stores	*	*	*
Food Services and Drinking Places	23	302	-69
Nursing and Residential Care Facilities	7	296	*
Transportation Equipment Manufacturing	*	*	*
Hospitals	*	*	*
Social Assistance	5	200	0
Executive, Legislative, & Gen Government	20	197	28

\*data suppressed to maintain confidentiality

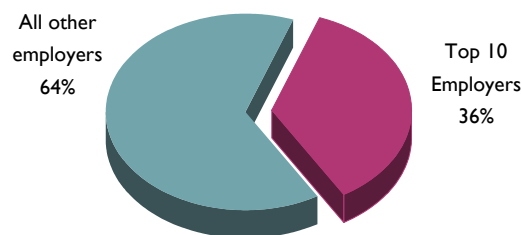
### Top 10 Private Employers in Richland County

Company	Product or Service	Size
Rockwell Automation	Relay and industrial control manufacturing	250-499
Wal-Mart Associates	Warehouse clubs and supercenters	250-499
S & S Cycle	Gasoline engine and engine parts manufacturing	250-499
Richland Hospital	General medical & surgical hospitals	250-499
Schneider Fuel & Supply	Iron foundries	100-249
Morningstar Foods,	Fluid milk manufacturing	100-249
Merkle-Korff Industries	Motor and generator manufacturing	100-249
Foremost Farms - Richland Center	Cheese manufacturing	100-249
Schmitt Woodland Hills	Homes for the elderly	100-249
California Amplifier	Radio/TV/wireless communications equip. manufacturing	50-99

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

## Richland County Workforce Profile

The bottom graph emphasizes the presence of manufacturing employers in Richland County. Roughly 28.6 percent of all jobs in the county and 35.8 percent of the total payroll is from this super-sector. Manufacturing provides the highest annual average wage in Richland County, paying 125 percent of the county's average annual wage. Richland County's manufacturing industry pays, on average, 72 percent of the statewide average in the same industry.

### Average Annual Wage by Industry Division in 2002

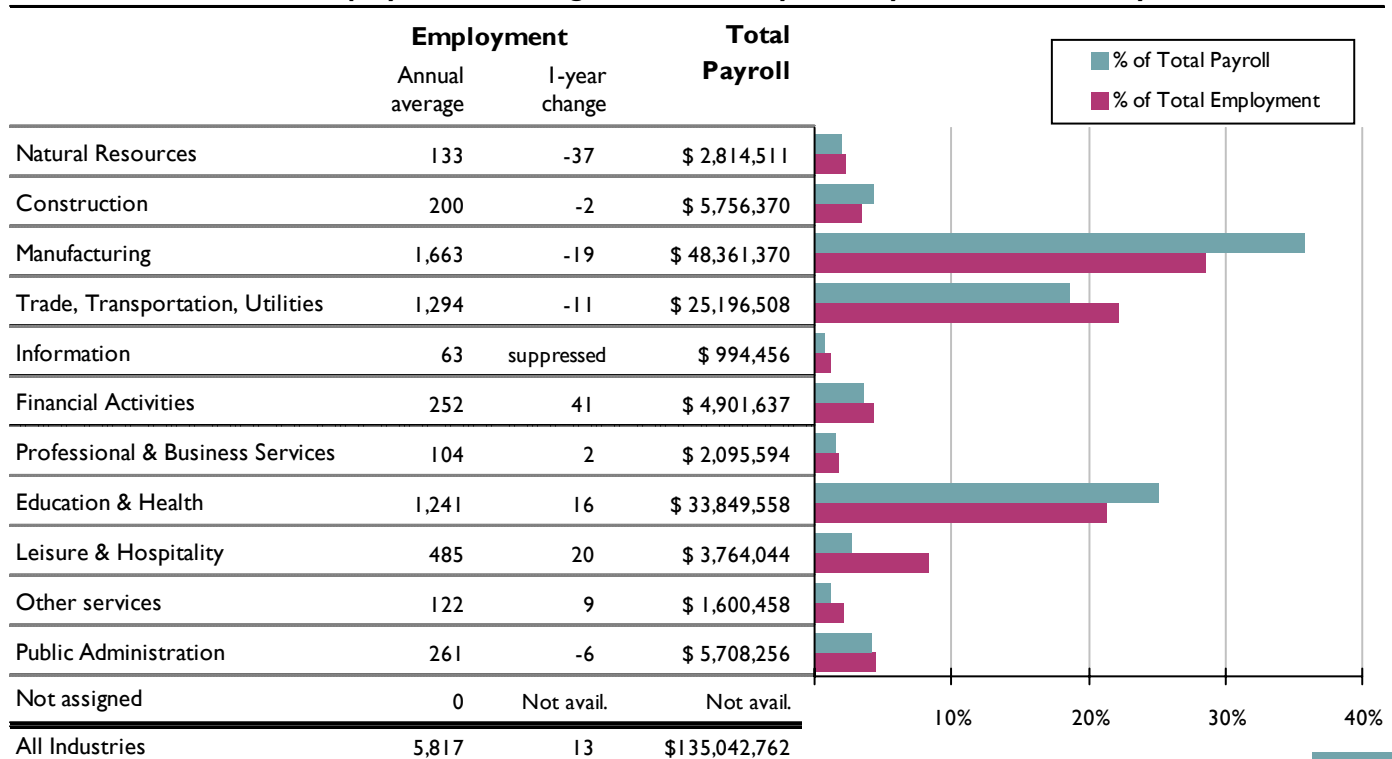
	Average Annual Wage		Percent of	1-year
	Wisconsin	Richland County	Wisconsin	% change
All Industries	\$ 32,422	\$ 23,215	72%	0.6%
Natural resources	\$ 25,481	\$ 21,162	83%	1.9%
Construction	\$ 39,649	\$ 28,782	73%	1.8%
Manufacturing	\$ 40,584	\$ 29,081	72%	-2.5%
Trade, Transportation, Utilities	\$ 28,422	\$ 19,472	69%	5.6%
Information	\$ 38,871	\$ 15,785	41%	Not avail.
Financial activities	\$ 40,337	\$ 19,451	48%	2.0%
Professional & Business Services	\$ 36,324	\$ 20,150	55%	0.7%
Education & Health	\$ 33,768	\$ 27,276	81%	3.2%
Leisure & Hospitality	\$ 11,837	\$ 7,761	66%	5.5%
Other services	\$ 19,500	\$ 13,119	67%	-2.9%
Public Administration	\$ 33,769	\$ 21,871	65%	-5.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

The average wage for all workers in Richland County of \$23,215 increased a microscopic 0.6 of a percentage point from the 2001 average of \$23,077. Statewide, the average wage rose 2.7 percent in 2002.

NAICS provides a better picture of wages in education (the dataset above includes both public and private educational institutions) and health services, leisure and hospitality, and professional and business services.

### 2002 Employment and Wage Distribution by Industry in Richland County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

## Per Capita Personal Income

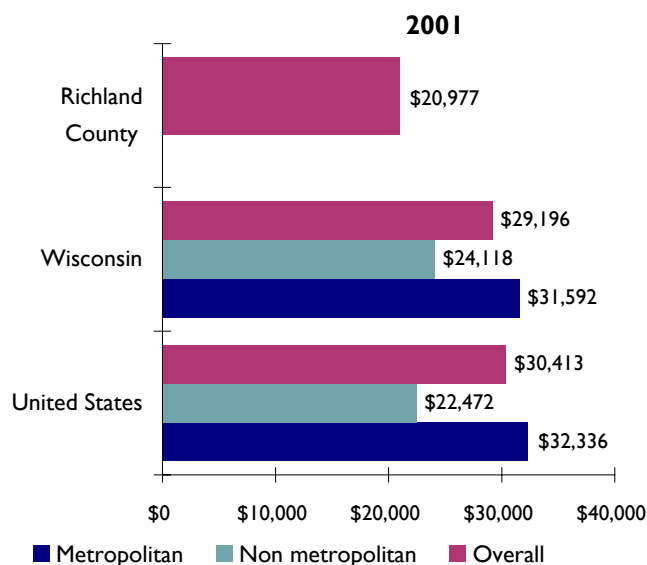
Net earnings from wages and self-employment and proprietorships comprise the greatest share of total personal income in Richland County. Net earnings comprise 58 percent of total county income, which is less than both the state and national share of 66.7 and 67.6 percent, respectively. This is because the county's share of transfer payments as a percentage of total personal income, which include social security and certain state assistance programs, is higher than average.

The higher share of transfer payments, plus an annual average wage that is 28 percent lower than the state contribute to a lower per capita personal income in the county.

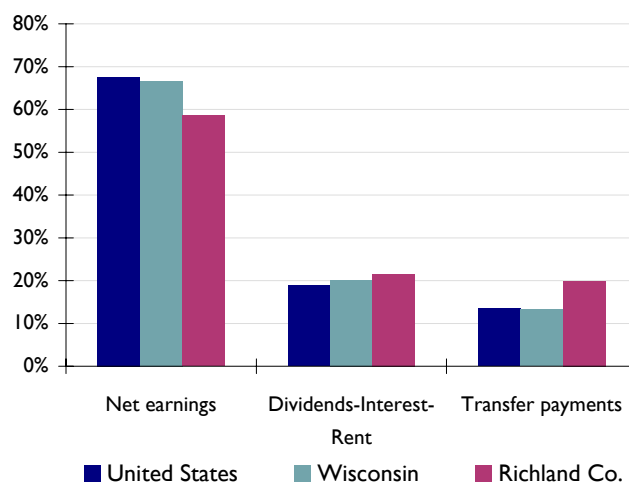
Richland County's PCPI of \$20,977 in 2001 was 69 percent of the national PCPI and 72 percent of the state. It ranked 58<sup>th</sup> among the 72 counties in Wisconsin.

**Per Capita Personal Income**

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Richland County	\$16,994	\$17,851	\$19,008	\$19,667	\$20,320	\$20,977	3.2%	23.4%



**Components of Total Personal Income: 2001**



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

### WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

[http://www.dwd.state.wi.us/lmi/wda\\_map.htm](http://www.dwd.state.wi.us/lmi/wda_map.htm)

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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